



# Contra Costa County Census 2020 Outreach and Assistance **PHASE 2** Grants Request for Proposals (RFP) GUIDELINES

Released: January 1, 2020

**Due Date: Available on a rolling basis from January 15, 2020 through May 15, 2020 at 5:00 PM**

Please complete the [On-line Grant Application](#)

For additional information contact

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Or Matthew Lardner at [Matt.Lardner@cococensus.org](mailto:Matt.Lardner@cococensus.org)

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# Introduction

The United States Census is a constitutional mandate and is one of the most important processes conducted every 10 years. The Census is the process of counting each person living in the United States and is organized by the U.S. Census Bureau.

Census data is used to allocate billions of dollars in federal funds to support our communities and determine political representation at all levels of government. It is also an opportunity for every individual in the United States to be counted and acknowledged in our communities.



**Historically, people of color, immigrants, low-income communities, children, seniors and many others have been undercounted in the census.** An undercount could result in a decrease in federal resources for our communities and congressional representation. California faces several challenges to a complete and accurate count. Some challenges include underfunding of the U.S. Census Bureau and the new online census questionnaire.

**Contra Costa County's goal is to ensure that every person in the county is COUNTED.**

To minimize the undercount in our region, Contra Costa County is seeking to fund organizations, coalitions, and collaborations that are committed to ensuring a complete count of County residents with an emphasis on Hard to Count (HTC) populations. Most grant amounts will range between \$500 and \$3,000, and in some cases, we may decide to grant a larger amount for projects that will have a far-reaching impact on census participation. If you have specific questions about the amount, please submit your inquiry to:

[Matt.Lardner@cococensus.org](mailto:Matt.Lardner@cococensus.org).

**For more information about Contra Costa County Hard to Count Populations**

The County has a Hard to Count resource page that includes various mapping application, in depth analysis, and summaries by communities. [www.contracosta.ca.gov/7527](http://www.contracosta.ca.gov/7527)

**Goal of the Outreach and Assistance Grant**

The Goal of the Outreach and Assistance mini Grants is to increase the self-response rate in Contra Costa County, in particular within Hard to Count Communities.

**Host an event to raise awareness and highlight the importance of the Census**

Host a block party, bar-b-que, kids carnival, picnic, cultural events or other gathering to bring people together to learn about the importance of the Census. Promote, outreach, and educate to targeted HTC populations to increase participation in the 2020 Census. Promote Census awareness in non-English languages. In particular, the County is seeking the following

languages: Spanish, Tagalog, Chinese (simplified), Cantonese, Mandarin, Vietnamese, Farsi, and Korean. Do you have an innovative idea to get the word out about the Census? In particular, an activity or event that will engage HTC populations? We want to hear about your idea(s)!

## Census Timeline

The following provides an overview of Census Timeline

	US Census Bureau	Contra Costa Complete Count
Sep 2019 – Feb 2020	Recruitment & hiring of over 8K Census Takers / Enumerators	Early stage census outreach activities (trainings, outreach, canvassing)  Census Job Opportunity Messaging
Mar 2020 – Apr 2020	Self-response period (online, by phone, on paper)  Census Day is April 1, 2020	“Count Me In” events; QAC/QAK operation  ** Focus of Phase 2 Grant Activities **
May 2020 – Jul 2020	Non-response follow-up operation. Census takers visit all households that did not respond	Late stage census outreach activities

## Eligibility

### Eligible Applicants

- **Organizations:** Must be tax-exempt organization such as 501(c)3, 510(c)4, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Contra Costa County residents.
- **School Groups:** Must provide educational services to residents and students in Contra Costa County
- **Government Agencies:** Contra Costa County cities, Contra Costa County districts, and County Departments.
- **Coalitions:** Groups comprised of two or more organizations, school groups, or government agencies.



## Grantee Requirements

- Use Grant funds only for Census 2020 activities, ideally between January 15 – April 30, 2020 although some May activities could be funded as well.
- Submit reports on census activities to the County as requested.
- Attend required trainings and meetings (dates/locations TBD).
- Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.
- All Applicants will be required to enter into the County's Short Form contract. An example of the contract is provided as an attachment.

## Grant Focus Areas

Phase 2 Grant Funding will be partially based on a gap analysis of existing outreach activities. Examples of known gaps include:

- Faith-Based Organizations
- School Groups
- Geographic areas with limited census outreach and assistance activities, including, but not limited to South County, Bethel Island, Knightsen, Byron, Rodeo, Crockett, and Port Costa.
- Organizations who have not received funding

## Phase 2: Census Outreach Mini-Grants

Available on a Rolling basis from January 15 – May 15

	Census Event	Innovative Idea
<b>Description</b>	Host an Event to bring together HTC community members in Contra Costa County to increase awareness and importance of the Census	Do you have an innovative idea for a mini-grant – let us know!
<b>Grantee Requirements</b>	Host a Census Speaker Host a Questionnaire Assistance Table if requested Attend Contra Costa County Census Training Event Provide Census Information Submit Grant Report(s)	Ensure audiences hear the Message and about the importance of the Census Host a Questionnaire Assistance Table, if requested Attend Contra Costa County Census Training Event Provide Census Information Submit Grant Report(s)
<b>County Provides</b>	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.
<b>Funding Level</b>	\$500 - \$3,000 (depends on size of event)	\$3,000 or less

## Phase 2 Timeline:

January 2, 2020

RFP Released

January 9, 2020 (tentative)

Bidders Conference/Training (Optional)

January 10, 2020 – May 15, 2020

Grants submissions accepted

Grants application are accepted on a rolling basis until funding is exhausted or May 15, 2020 – whichever comes first.

## Grant Application

Complete the [mini-grant application on-line](#)

A word document to help you prepare to submit online is attached.

## Any Questions?

If you have any questions about the mini grant program, guidelines, or application please contact [Barbara.Riviera@cao.cccounty.us](mailto:Barbara.Riviera@cao.cccounty.us) or Matthew Lardner at [Matthew.Lardner@cao.cccounty.us](mailto:Matthew.Lardner@cao.cccounty.us)

## Attachments and Links

[County Census 2020 Outreach and Assistance Mini Grant Application](#)

[Short Form Contract Example](#) (PDF)

Word Document of Mini-Grant Questions (tool for online application)